



## Quarterly Report to the Town of Acton

October, November and December, Q4 2013

### Board of Directors

Dick Calandrella, President  
Phil Summers, Vice President  
Thomas Jacoby, Clerk  
Keith Karkane, Treasurer  
Nancy Dinkel  
Joe Ianelli  
Charlie Aaronson  
Xuan Kong

**Executive Director** – Simon Bunyard

### Summary and Highlights

Our new website continues to receive great reviews and usage. The built-in analytical tools are giving us useful insights into viewer preferences. This quarter we had 11,609 page views from 2,066 unique visitors.

We held our third Annual Meeting on November 25<sup>th</sup>. This was a fun retrospective of the year's highlights, and an opportunity to acknowledge the great work of our members.

This season's expanded football coverage has been very well received. We utilized the production van for all home and away games with a crew of four semi-professional videographers and a staff director. This was funded by a combination of personal and corporate sponsorships. This season's eleven games were viewed on-demand on our website 377 times by the end of the year.

We completed installation of special acoustic treatment on the studio ceiling, significantly improving studio audio quality. Improving production quality is a high priority. We have other facility upgrade projects planned to continue this improvement.

In addition to our regular monthly introductory workshops, we continue to expand our offering of advanced workshops to help our members increase their skills and with it the quality of their productions. This quarter we did one called *Location Lighting 101: Making It Fun & Easy*, run by a professional theatrical lighting expert.

We sent the production van with a full crew to the North Pole shortly before Christmas to do a live cablecast of Santa taking personal calls from Acton boys and girls registering their wish lists with the man himself. Santa's reindeer had to help the crew pull the van out of a snow drift several times.

Board member Phil Summers resigned his seat at the end of the year. We are seeking two more suitable candidates to complete our full complement of nine members.

The final draft amendment to ActonTV's Memorandum of Understanding with the Town was completed and sent to the Town's Special Counsel for review. The proposed changes will allow ActonTV to charge

commercially competitive fees for the use of its facilities and equipment as a means of generating additional revenue. It will also allow us to expand our membership outside the Town of Acton for a special user fee, which should increase utilization of the facilities and equipment, and ultimately generate more productions for broadcast. We look to this as creating a catalyst for growth.

Finances continue to be very strong. Total revenues outpaced expenses by \$12K for the quarter. Revenues from cable franchise fees continued their year-over-year growth at a 6% rate for the third year in a row. None-the-less, we still anticipate that this trend will not continue, given the prognosis of a decline in cable TV subscriptions in the future. We are paying a lot of attention to finding ways to offset this decline.

The Board is preparing to undertake a long range strategic planning process to commence early in 2014. Several important decisions with long-term implications will be made through this process, including: plans for responding to the threat of declining revenue from cable franchise fees; the scope and timing of an upgrade to full high definition (HD) video production and cablecast; a long range capital plan with allocation and prioritization for future needs; and a more structured approach to membership in the organization.

## Notable Numbers

- New members: 11, down from 15 last quarter
- Student-hours of workshops and training this quarter: 217, down from 270 last quarter
- New productions done this quarter: 98, up from 59 last quarter
- Website page views this quarter: 11,609 (not measured previously)
- Website unique visitors this quarter: 2,066 (not measured previously)

## Productions

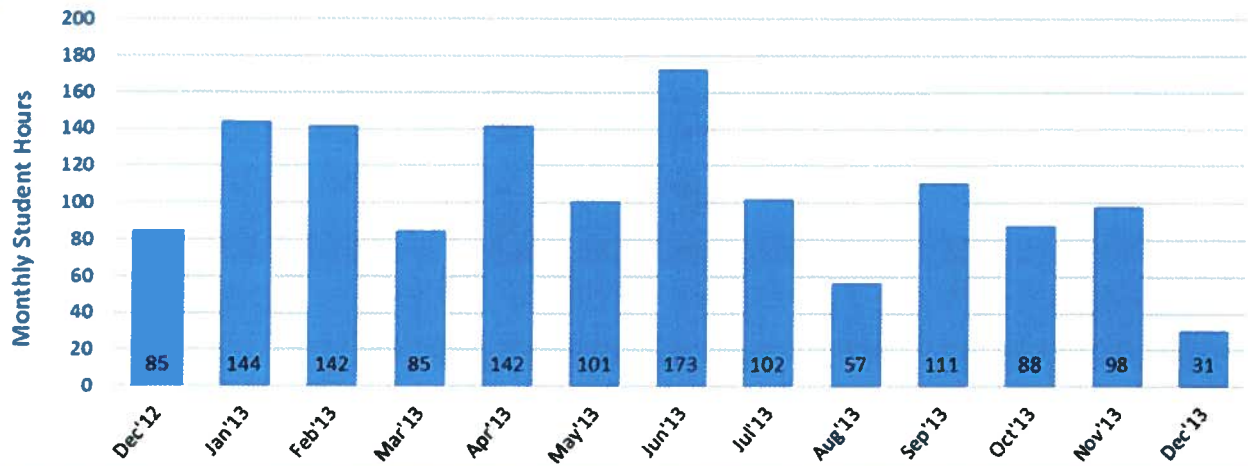
### Top Ten videos as viewed on our website's on-demand pages in this quarter

Title	Views
Selectmen Meeting 11/4/13	179
The Godfather Episode 1 October 2013	136
The Ice Crystals	129
That Football Show With Those Fantasy Guys Week 5, 2013	103
A-B Colonials Football vs Methuen 11/1/13	86
Two Crazy Cooks Episode 7/11/13	78
That Football Show With Those Fantasy Guys Week 6, 2013	73
A-B Colonials Football @ Waltham 10/25/13	58
That Football Show With Those Fantasy Guys Week 7, 2013	53
A-B Colonials Football @ Westford 11/28/13	50

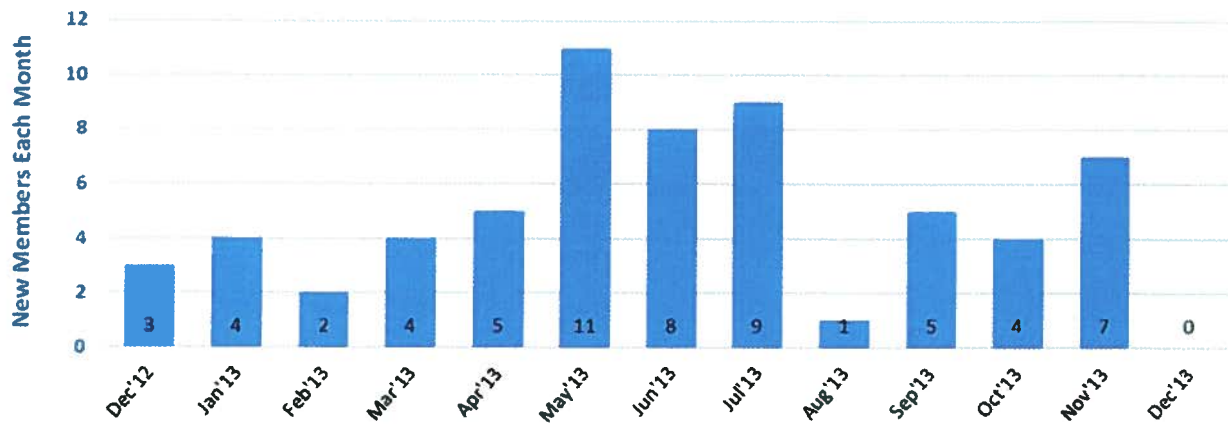
It is clear the selectmen can turn out a large following, landing them at the top of the hit parade for the second quarter in a row. After the Selectmen, cooking shows continue to be among our most popular, with two making it to the Top Ten this quarter: Twin Seafood's 'The Godfather' and our bookkeeper's show, 'Two Crazy Cooks'. As one might expect, football is always a big hit in the fall with three of the A-B Colonials games making to our Top Ten. ActonTV Studio Manager, Rick Degon, with a friend, do a weekly Fantasy Football talk show throughout the football season that generates hits from across the country, landing them with three of the Top Ten this quarter.



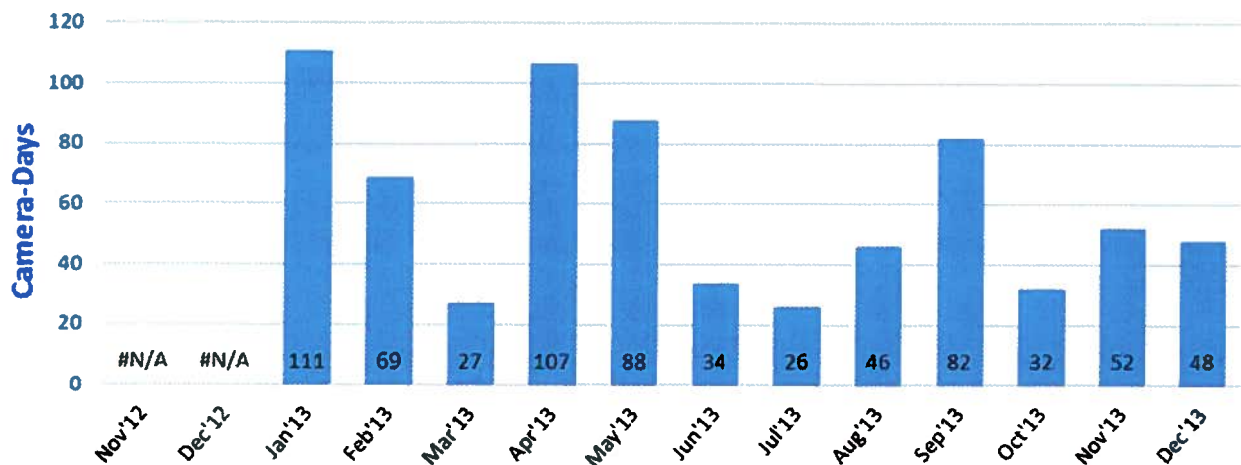
### Workshop & Training Student Hours



### New Members by Month

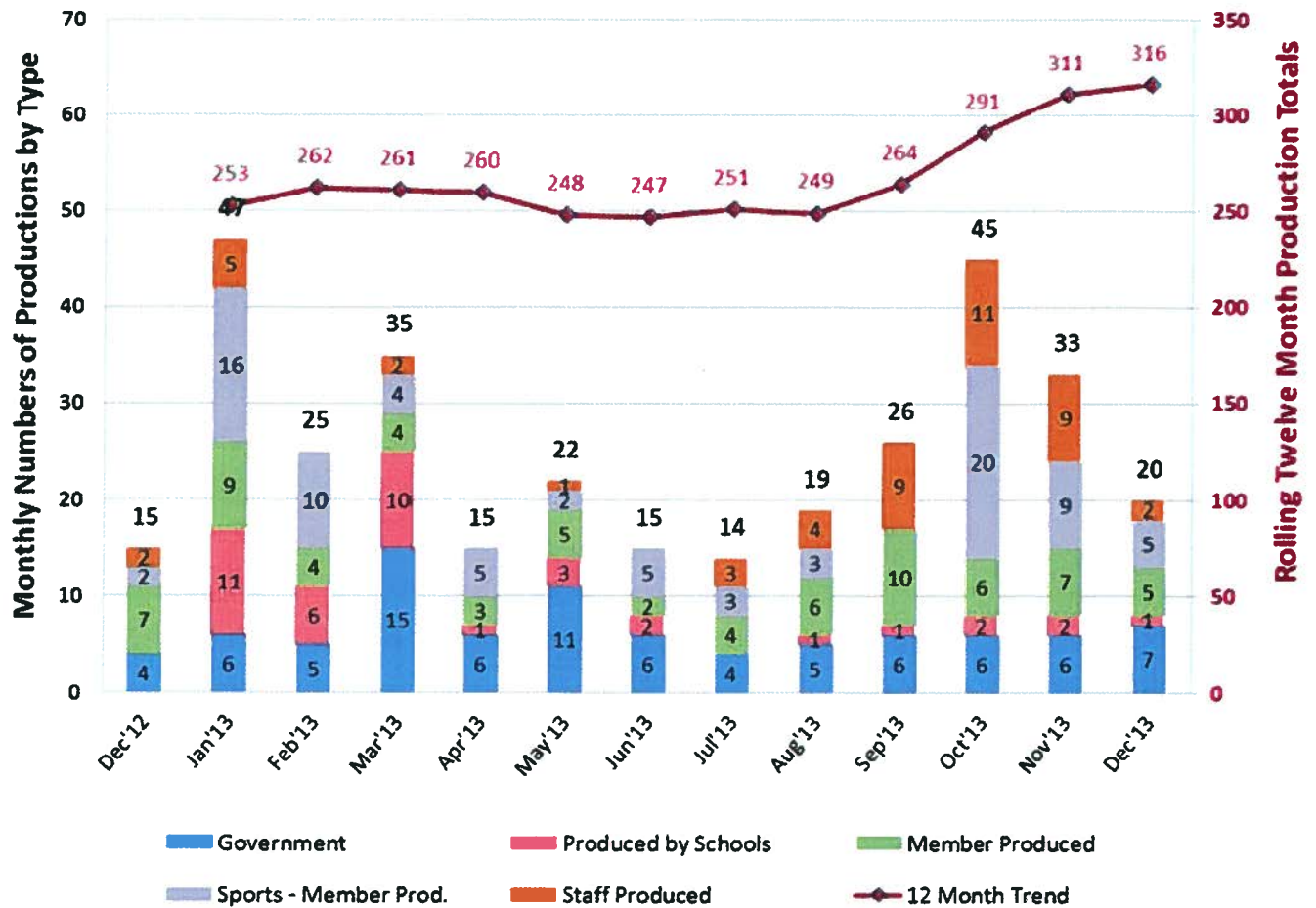


### Camera-Days Checked Out by Members





## Video Productions by Type Over Past 12 Months



This chart illustrates the number of various types of videos produced by ActonTV and the Schools (only those the schools give us to broadcast) for the past 12 months on a rolling basis. A red rolling 12 month total trend line is also included.